HUB REVIEW FINDINGS – FREMONT BART STATION

Date of Hub Review:
October 31, 2006

Participants:
Doug Kimsey, Metropolitan Transportation Commission; Aaron Priven, AC Transit; Rene Dalton, City of Fremont; Laura Timothy, BART; Paul Becker, BART; Carol Levine, Wilbur Smith Associates; Harley Goldstrom, Harley & Associates.

Existing Hub Conditions:
The Fremont BART Station is a thirty year old rail transit center built as the end-of-line station for BART's Daly City-Fremont and Richmond-Fremont lines. The east side of the station includes a bus intermodal facility which facilitates bus-to-bus and bus-to-BART transfers. The bus facility was redesigned eight years ago and currently accommodates all AC Transit and Santa Clara Valley Transportation Authority (VTA) bus stops on three separate platforms.

Evidence of the Fremont Station's long history as a regional facility can be found in the accumulation of inconsistent and outdated signage; signage is scattered throughout the hub is often confusing and contradictory. Hub review findings also noted the lack of clear signage to direct patrons to the station from nearby roadways.

CORRECTIVE ACTIONS

WAYFINDING:
The Fremont Station's wayfinding signage offers perhaps the greatest opportunity for improvement. Implementation of up-to-date, easy to read, easy to find, hierarchical information that facilitates passenger flow between station entries/exits and BART/bus services would be a significant improvement over existing conditions.

The following proposed wayfinding corrective actions would improve transit connections at the Fremont regional hub:

Identification of station or transit operator

- Install pathfinder signs from I-880, surrounding streets, pedestrian walkways and bikelanes (see checklist question #1; photos #1, 2);

- Add signage to clearly identify station entrances (see checklist question #2; photos #3, 4)

- Include the station name and operator logos (BART, AC Transit, VTA) to pathfinder and station entry signs (see checklist questions #3, 5);

HUB REVIEW FINDINGS – FREMONT BART STATION

Moving around or entering or exiting the station

- Install signs at all decision points in the hub to direct passengers between BART, AC Transit, and VTA services, ticket machines, RTICs, bicycle facilities, and to delineate the accessible pathway throughout the hub (see checklist #9). Such decision points would include:
    - o Station entrance/exit (photos #3, 4, 8);
    - o RTIC and ticket machines;
    - o Bus transfer facility (photos #5 – 7, 9);
    - o Pedestrian tunnel to bus facility (photo #4);
    - o Pedestrian drop-off on west side of station;
    - o Taxi stand on east side of station (photo #5);
    - o Car rental facility on west side of station.

- Improve visibility of signage to bus transfer facility and taxi stand (photos #5, 7, 9);

- Remove existing outdated signage to buses (photos #9, 10);

- Use a consistent set of graphics, fonts, and colors for directional signs (see checklist questions #10 - #15);

- Include operator logos on all directional signs (see checklist question #6; photos #5-7);

- Use a consistent and bold arrow design at all decision points (see checklist question #16);

- Add international icons and symbols where appropriate;

- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs.

Identification of where to board or wait for transit

- Improve wayfinding for direction to specific boarding areas (see checklist question #17; photo #10);

- Improve directional signage to those bus routes which use different boarding points for opposite directions of travel; include destinations at the stop and identify bus stop location for opposing direction of travel (see checklist question #18; photo #14);

- Install consistent Braille signs on all bus stop poles and/or shelters. Use mounting hardware that allows for changeable route information (see checklist question #20, photo #13).

HUB REVIEW FINDINGS – FREMONT BART STATION

CUSTOMER INFORMATION:

Customer information is currently dispersed throughout the hub in a variety of formats and to varying degrees of accuracy. Customer information displays should be coordinated with the wayfinding signage at key locations within the facility and should include:

Regional Transit Information (RTIC)

While an RTIC does currently exist (photos #17, 18) in the Fremont Station's east side waiting area, checklist comments (see checklist questions #26, 27) suggest the following improvements:

- The RTIC would include:
  1. The regional 511.org transit map; and
  2. Subregional or system map for local operators.

- Clearly identify the RTIC location with improved directional signs throughout the hub.

- Replace outdated regional transit information and logos with current 511.org maps and logos (photos #15, 16).

Local Transit Information

- Local transit information would include:
  1. Subregional or system map for local operators;
  2. Schedules and service hours;
  3. Fares and specific system information;
  4. Hub layout map; and
  5. Local vicinity map.

- Establish locations in the hub where local transit information is provided (see checklist questions #28, 29). The following locations would be ideal:

  o The station's east side waiting room area, adjacent to the RTIC (see checklist question #28; photo #18);

  o At the bus transfer center in a central location at the platform farthest from the BART station (photo #12);

  o At the west entrance to the BART station.

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Real-time signs are currently provided at the BART platforms and at the BART station agent's booth. The booth sign currently reports on elevator status throughout the BART system.

Future Real-Time Signage Installation

Future installations should include real-time information for both BART and buses serving this hub and should build on BART, AC Transit and VTA's current real-time information programs. Real time sign displays could be installed at the following locations:

- In the east side waiting area (adjacent to the RTIC) of the BART station. This installation should include both BART and bus information (photo #18);

- At the station agent's booth (west side). This installation could use existing signage to display train real-time information (photo #24);

STATION PHOTOGRAPHS

1. Station identification. Note lack of station name or other transit operator logos.

2. BART Station entry sign. Note lack of station name or other transit operators.

3. Main station entrance. Station name or operator logos are not included.

4. Pedestrian side entrance to bus transfer facility. Station name or operator logos are also not included here.

5. Handwritten directional signage to buses and taxis.

6. Enlargement of directional sign in photo #5.

7. Passageway to bus stop area.

8. No BART signage at entrance from bus transfer facility.

9. Outdated directional signage to buses.

10. Bus transfer facility. Difficult to identify specific bus route boarding areas.

HUB REVIEW FINDINGS – FREMONT BART STATION

11. AC Transit bus stop and posted schedule.

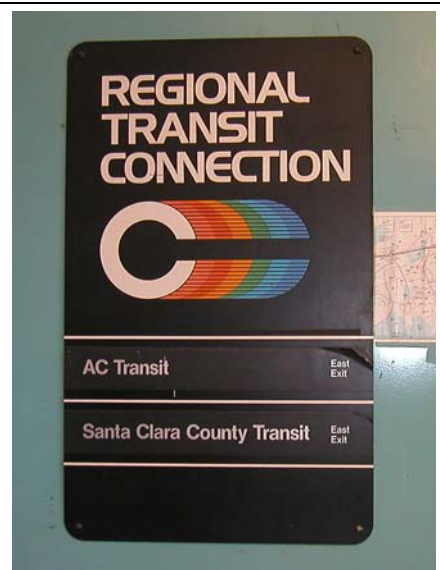12. VTA bus stop and route schedule.

13. Close up of VTA schedule and Braille sign.

14. Bus stop flag for route with different boarding platform for opposite direction of travel. Note small size of route destination.

15. Outdated regional transit map.

16. Outdated regional transit signage.

17. Existing RTIC

18. Existing RTIC

19. 'Find your Bus' location map in RTIC.

20. Assortment of printed transit information.

21. BART display in the paid area.
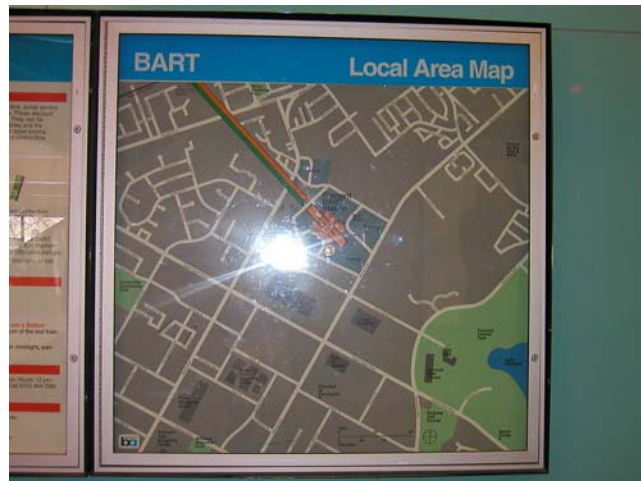
22. Local area map of BART display. Needs updating.

23. VTA information display at bus transfer facility.

24. BART information display at west entrance to paid area.

HUB REVIEW FINDINGS – FREMONT BART STATION

			Hub Review Checklist Summary
			WAYFINDING
			Identification of station or transit operator
Yes	**No**	**N/A**	
0	7		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. • Signs are old. Need to update and modernize existing signs; make them clearer to read and add the name of the station. • Need station pathfinder signs on major city streets and to and from I-880.
2	5		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. • Add station name to entry signs and logo signs. • West entrance sign is too small. • Need signs from bicycle routes on surrounding streets.
0	7		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name.
1	4		4. Station identification reinforces information on printed maps and schedules.
0	6		5. Station name is identified on the entrance sign along with agency logo. • Add station name to BART logo signs surrounding the station.
			Moving around or entering or exiting the station
Yes	**No**	**N/A**	
0	7		6. Agency logos are included with names on directional signs within the facility. • Signs to bus stops do not have logos or arrows.
0	6		7. Turnstile level street exit directional signs also include connection agency names and logs. • Too hard to see and read. Improve viewing distance and clarity.
0	6		8. Vital connections information is grouped together on signs. • No, this should be improved. Need sign directing pedestrians to bus platform tunnel from the west side of the station.
1	5		9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. • Need directional signs to bus platforms.
1	5		10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations. • Signs are missing. Improve wayfinding signs and directional information.
0	2	4	11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines.

HUB REVIEW FINDINGS – FREMONT BART STATION

0	1	5	**12.** In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services.
1	4		**13.** Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. • Difficult to see bus stop signs on inner loop road. • Need signs directing drivers towards passenger drop-off area.
2	5		**14.** Exiting connection information is color-coded to emphasize and make it easier to find directions and connections. • Improve color coding on signs.
2	4		**15.** Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels. • Signs should be larger.
0	5		**16.** Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages. • Not sufficiently bold and inconsistent. A new wayfinding program would establish a consistent set of arrows and sign designs.

Identification of where to board or wait for transit

Yes	No	N/A	
4	3		**17.** Transit boarding platforms are clearly and boldly identified. • Need better wayfinding to bus platforms from within BART area.
4	4		**18.** Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name). • Need larger signs.
4	2		**19.** At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided. • These signs need improvement. Provide more and larger signs.
4	1	1	**20.** Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines. • Check for consistent Braille signs at all bus stop locations.
6	1		**21.** Bus stop signs have agency logos large and bold.
0	5	1	**22.** Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs.
7	0		**23.** Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines – minimum 2" route number character height.
6	1		**24.** Bus stop sign faces are visible from each approach direction.

Yes	No	N/A	
3	2	2	**25.** Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist. • Need better signs on bus shelter canopy.
			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
4	3		**26.** Transit information in Regional Transit Information Display Cases is accurate and easy to read. • Some information is out of date. • Need 511.org logo to identify the RTIC display. • Create a hierarchy of information, better organization, use operator logos, and provide a regional map.
1	7		**27.** Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases. • AC Transit map is new and provides good information. • Remove old RTC display, since the map is from 1981. • Install a new RTIC that promotes 511.org and displays a hierarchy of transit information.
			Local Transit Information
3	4		**28.** Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub. • Post hub information in bus platform area.
4	3		**29.** Hub layout maps are provided in the hub information display case. • Need hub map at bus platforms and at west entry to station.
6	1		**30.** Map of hub vicinity with landmarks and attractions is posted in the hub information case. • Place a hub vicinity map in a more prominent location near the RTIC.
4	4		**31.** Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find. • Not organized. The information is scattered all around.
3	4		**32.** Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms. • Organize the information in a better way.
7	0		**33.** Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases.

HUB REVIEW FINDINGS – FREMONT BART STATION

Yes	No	N/A	**REAL-TIME SIGNAGE**
			Existing Real-Time Signage
7	0		34. Real-time signage is provided at the hub. • Real-time signs on the BART platform and at Station Agent's booth.
			35. Location of signs (indicate on station diagram).
			36. Description and photo of signage types.
			37. Identification of transit services included on real-time signage (Include operator and mode).
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 • Once AC Transit has a well developed real-time information system, it would be appropriate to install a real-time sign on the bus platform and one next to the RTIC in the station.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26. • Next train, next bus, time, date, and customer service information.